

Message Text

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ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W

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R 161315Z APR 76

FM AMEMBASSY BUJUMBURA

TO USDOC WASHDC

INFO SECSTATE WASHDC 5357

UNCLAS BUJUMBURA 0322

E.O. 11652: N/A

TAGS: BEXP, BY

SUBJECT: WTDR/FTI

REF: USDOC 4899

1. BURUNDI 2. CNTRY CODE: 767 3. SER NO: NA

4. OLD EAST-COMPAGNIE DE L'AFRIQUE ORIENTALE

4A. CODE: 4B. CODE: BY 4C. CODE:

5. P.O. BOX 330; 2 CHAUSSEE PRINCE LOUIS RWAGASORE

6. BUJUMBURA, BURUNDI

7. ESTABL: 1928 8. EMPL: 167 9. SIZE: (19-X) LARGE

10. REPUTATION: (22-X) EXCELLENT

11. SALES AREA: ALL OF BURUNDI

12. RPT. DATE: 03/76

13A. 37110/135 RETL. DIST. IMP. PASSENGER AND COMMERCIAL
MOTOR VEHICLES

13B. EUQRPXQET RETL. DIST. IMP. MOTOR VEHICLES PARTS
AND ACCESSORIES

13C. 30100/135 RETL. DIST. IMP. RUBBER TIRES AND TUBES

13D. 36621/35 DIST. IMP. COMMERCIAL, INDUSTRIAL, MILI
COMMUNICATION EQUIPMENT

13E. 22992/35 DIST. IMP. JUTE BAGGING

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13F. 34211/35 DIST. IMP. SCISSORS, SHEARS, TRIMMERS

14. CONTACT: STEFFEN B. HANSEN TITLE: MANAGING DIRECTOR

15. CABLE: OLD EAST/BROCHE/RUCEP 16. TELEX: NA 17. PHONE: 2692

18. FINANCIAL REFS: BANQUE DE CREDIT DE BUJUMBURA, B.P. 300,
BUJUMBURA; BANQUE BELGO AFRICAINE, B.P. 585, BUJUMBURA; BANQUE
BELGO ZAIROISE, CANTERSTEEN 1, 1000 BRUSSELS; DEN DANSKE
LANDSMANDS BANK, COPENHAGEN.

19. TRADE REFS: NA

20. MAJOR FIRMS REPRESENTED: GEN. TIRE INTERNATIONAL (TIRES AND
TUBES), AGENCY ACQUIRED IN 1951; VOLKSWAGEN (FULL RANGE), AGENCY
ACQUIRED IN 1968; LANDROVER (FULL RANGE), AGENCY ACQUIRED IN 1965;
VOLVO AND VOLVO PENTA (FULL RANGE), AGENCY ACQUIRED IN 1964; VESPA
(FULL RANGE) AGENCY ACQUIRED IN 1964; BOSCH (FULL RANGE) AGENCY
ACQUIRED IN 1965; SKF SWEDEN (BALL BEARINGS) AGENCY ACQUIRED
IN 1968.

21. COMPAGNIE DE L'AFRIQUE ORIENTALE "OLD EAST" IS ONE OF THE
LEADING FIRMS IN BURUNDI. ITS HEAD OFFICE, THE EAST ASIATIC
COMPANY LTD, COPENHAGEN, HAS VARIED AND WORLD-WIDE ACTIVITIES.
OLD EAST IMPORTS ABOUT ONE THIRD OF COUNTRY'S TOTAL IMPORTS
OF PASSENGER AND COMMERCIAL VEHICLES AND IS CONTEMPLATING
EXPANDING ITS IMPORT LINES PRINCIPALLY IN THE FOOD INDUSTRY.
IT HAS RELINQUISHED ITS EXPORT ACTIVITIES SINCE 1974 (MAINLY
EXPORT OF HIDES AND SKINS). MAINTAINS TOW WORKSHOPS VWAGEN
AND VOLVO LANDROVER. HEAD OFFICE (CAPITAL DOLS 80,000,000) IS
SOLE SHAREHOLDER OF OLD EAST BUJUMBURA; CAPITAL OLD EAST
BUJUMBURA 30.000.000 BURUNDI FRANCS (DOLS 382,897), ANNUAL
SALES IN 1975: 286.000.000 BURUNDI FRANCS (DOLS 3,650,287).
STEFFEN B. HANSEN HAS MANAGED OLD EAST BUJUMBURA SINCE 1974
AND WAS MANAGER OF HIS COMPANY'S BRANCH IN SAIGON. HE IS
DANEMARK'S HONORARY CONSUL. FIRM IS HIGHLY RECOMMENDED AS
A TRADE CONTACT FOR US FIRMS.

22. PREPARED BY: B. LEVY APPROVED BY: DAVID H. KAEUPER.

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